

ORDER



Orders
Order / Rev: 57116
Alt Order #: 09819711
Product Desc: JOHN THRASHER
Estimate: 443
Flight Dates: 10/02/12 - 10/08/12
Original Date / Rev: 09/17/12 / 09/17/12
Order Type: CIA - O

CBS 47

Primary AE: Millennium Washington DC
Sales Office: MNAT
Sales Region: National

Agency Name: Mentzer Media Services
Buying Contact:
Billing Contact:
 600 Fairmount Ave
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: John Thrasher (R) FL Senate D-8
Demographic: A35+
Product Codes: State Elections
Priority: P-2
Revenue Codes: AGY, POL-CAND, GEN

New Business Thru:
Order Separation: 00:00:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/08/12	11	\$10,060.00	\$8,551.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	11	\$10,060.00	\$8,551.00	0.00
Totals	11	\$10,060.00	\$8,551.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share

	Share	Total
CBS 47	32%	\$10,060.00
Market	100%	\$31,437.50

Competitive Share

	Share	Total
CABLE	0%	\$0.00
EAWS	0%	\$0.00
ETEV	0%	\$0.00
UNKWN	0%	\$0.00
WAWS	1%	\$314.38
WCWJ	0%	\$0.00
WJXT	26%	\$8,173.75
WJXX	3%	\$943.12
WTLV	38%	\$11,946.25

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTEV	10/02/12	10/05/12	Action News @ 6p Action News @ 6p	CM	6:00 PM-6:30 PM	- TWTF - -	:30	3	\$400.00	P-2	0.00	NM	3	\$1,200.00
CBS47 NWS 6 PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	- TWTF - -			3			\$400.00		0.00			
2	WTEV	10/02/12	10/07/12	M-F Action News @ 11p M-F Action News @ 11p	CM	11:00 PM-11:35 PM	- TWTFSS	:30	3	\$440.00	P-2	0.00	NM	3	\$1,320.00
CBS47 NWS 11 PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	- TWTFSS			3			\$440.00		0.00			

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2	WTEV	10/02/12	10/07/12	M-F Action News @ 11p M-F Action News @ 11p	CM	11:00 PM-11:35 PM	TWTFSS	:30	3	\$440.00	P-2	0.00	NM	3	\$1,320.00
				CBS47 NWS 11 PM											
3	WTEV	10/07/12	10/07/12	Face the Nation Face the Nation	CM	10:30 AM-11:00 AM	-----S	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
				FACE NATN-CBS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S		1				\$2,500.00		0.00			
4	WTEV	10/07/12	10/07/12	Su Action News @ 630p Su Action News @ 630p	CM	6:30 PM-7:00 PM	-----S	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
				CBS47 NW 630PM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S		1				\$200.00		0.00			
5	WTEV	10/07/12	10/07/12	Sun Reg 1 60 Minutes	CM	7:00 PM-8:00 PM	-----S	:30	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
				60 MINUTES											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S		1				\$4,000.00		0.00			
6	WTEV	10/08/12	10/08/12	Action News @ 6p Action News @ 6p	CM	6:00 PM-6:30 PM	M-----	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
				CBS47 NWS 8PM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	M-----		1				\$400.00		0.00			
7	WTEV	10/08/12	10/08/12	M-F Action News @ 11p M-F Action News @ 11p	CM	11:00 PM-11:35 PM	M-----	:30	1	\$440.00	P-2	0.00	NM	1	\$440.00
				CBS47 NWS 11PM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	M-----		1				\$440.00		0.00			
													Totals	11	\$10,060.00